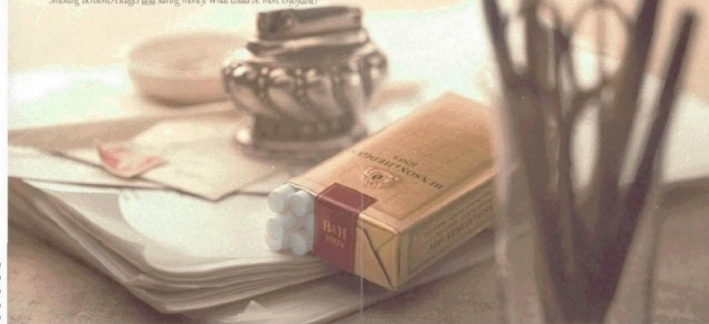


Smoking Benson & Hedges and saving money at the same time.

There's nothing quite like the taste of Benson & Hedges. And there's certainly nothing like saving money. So use these coupons for your next purchase. And while you're enjoying that famous taste, be sure to collect the valuable BS-H pack UPCs. Smoking Benson & Hedges and saving money. What could be more enjoyable?



**SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, and Low Birth Weight.**



Source: <https://www.industrydocuments.ucsf.edu/docs/tpkp0003>

## Smokers Survey

Limited to smokers 21 years of age or older. Please return by August 15, 1997.

Please provide name and address corrections below.

9999999999999999

Sample A: Sample

123 Any Street

Anytown, UN 00000-0000

1. What is your regular brand of cigarettes, that is, the brand you smoke most often?

Brand \_\_\_\_\_

2. Is your regular brand... (Check one.)

☐ Regular/King Size ☐ 100's ☐ 120's

3. Is your regular brand... (Check one.)

☐ Menthol ☐ Non-Menthol

4. Is your regular brand... (Check one.)

☐ Lowest/1 mg tar ☐ Medium ☐ Light/Mild  
☐ Full Flavor ☐ Ultra/Extra Low Tar

5. What, if any, was your previous brand?

Brand \_\_\_\_\_

6. Please list all the brands of cigarettes you smoked at least one pack of in the past two weeks. How many packs did you smoke of each brand? Use as many lines as you need. Write in exact number of packs for each brand below. (Note: 1 carton equals 10 packs.)

Brand Name	# of Packs

7. The next time you go to the store, if your regular brand were not available, what would you do? (Check one.)

☐ Go to another store to buy my regular brand.  
☐ Buy another type or length of my regular brand.  
☐ Wait until the store has my regular brand.  
☐ Buy a different brand entirely.

8. If your regular brand were not available, which of the following brands would you consider buying? (Check all that apply.)

☐ Alpine ☐ Doris ☐ Newport ☐ Supertons  
☐ Basic ☐ GPC ☐ New ☐ True  
☐ Benson & Hedges ☐ Kent ☐ Parliament ☐ Vantage  
☐ Best Buy ☐ Kool ☐ Pyramid ☐ Viceroy  
☐ Best Value ☐ Magna ☐ Raleigh Extra ☐ Virginia Slims  
☐ Bristol ☐ Marlboro ☐ Salem ☐ Winston  
☐ Bucks ☐ Merit ☐ Sterling ☐ None  
☐ Cambridge ☐ Misty ☐ Stone Island/Genesis ☐ Other (list below)

Other Brand \_\_\_\_\_

9. Which of the following best describes you? (Check one.)

☐ White ☐ African American ☐ Hispanic  
☐ Asian ☐ American Indian ☐ Other

We assure you that your name will not be sold to any company that is not an affiliate of Philip Morris.

By completing this survey and signing below, I certify that I am a smoker 21 years of age or older. I am also willing to receive cigarette coupons and branded incentive items in the mail, subject to applicable state and federal laws.

Signature \_\_\_\_\_

(Required)

Date of Birth: / / Today's Date: / /  
(Required) month day year month day year

Phone: \_\_\_\_\_

(Required)

Manufacturer's Coupon Expires August 15, 1997

**\$1.00 OFF**  
Any Carton Of  
Benson & Hedges 100's



Manufacturer's Coupon Expires August 15, 1997

**\$1.00 OFF**  
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Benson & Hedges 100's

